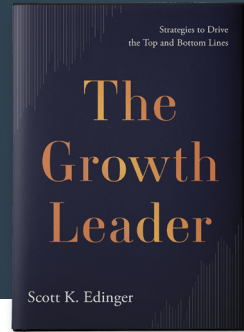


GROWTH IS A LEADERSHIP ISSUE, NOT A SALES ISSUE.

The Growth Leader reveals how top executives create profitable growth through the intersection of strategy, leadership, and sales. With a clear strategy, inspiring leadership, and aligned sales, powerful leaders understand that true competitive advantage doesn't come from innovation alone, but belongs to companies that use their sales organization to add and create value. In this leadership guide, you'll learn how to ensure growth strategy is aligned at every level of the company, from boardroom initiatives to daily customer interaction.



"*The Growth Leader* is essential reading for CEOs and anyone who aspires to lead."

Dorie Clark, *Wall Street Journal* bestselling author and executive education faculty at Duke University's Fuqua School of Business

"If you are a leader who didn't come up through the ranks in customer-facing roles, Scott K. Edinger gives you a crash course on correctly orienting and aligning your company's strategy for growth. By following his advice in *The Growth Leader*, you are well on your way to success."

Bob Dutkowsky, Chairman of the Board of US Foods and former Chairman of Pitney Bowes and Tech Data

"*The Growth Leader* teaches some of the most valuable lessons you'll ever learn as a leader outside of the boardroom."

Drew Asher, CFO of Centene Corporation

"Well researched and well written, *The Growth Leader* will be enlightening for leaders in need of sales know-how. Scott K. Edinger is a valuable voice in the world of modern leadership and sales alignment."

Neil Rackham, *New York Times* bestselling author of *SPIN Selling* and *Rethinking the Sales Force*

"*The Growth Leader* is a book for managers, not pundits or 'strategy priests' with abstract theories about competition. Edinger provides diagnostics that the C-Suite can use to monitor and be involved in a productive way with customers and prospects."

Frank Cespedes, Harvard Business School Professor and author of *Aligning Strategy and Sales*

"Scott K. Edinger makes a compelling case for the elevation of customer experience to the top of a CEO's priority list."

Ross Buchmueller, CEO of PURE Insurance

"Culture may eat strategy for breakfast, but sales decides on the menu. What and how you sell not only determines your strategy, it reveals who you are as a company. CEOs take note: If you want to serve up a five-star strategy, start with sales. Scott K. Edinger will show you how."

Whitney Johnson, CEO of Disruption Advisors, a Thinkers50 Top Management Thinker, and *Wall Street Journal* bestselling author

PARTNER WITH SCOTT K. EDINGER

Clients in the Fortune 50 and across the globe trust **Scott K. Edinger** as their premier consultant for leading business growth. Scott has worked with CEOs and senior leaders to develop pragmatic strategies and execute approaches to drive top and bottom line results. He has written three books and over a hundred articles in *Forbes* and *Harvard Business Review*, among other prominent publications. As a consultant, author, advisor, and speaker, Scott creates positive change for clients and is recognized as an expert in the intersection of leadership, strategy, and sales.



Scott blends intellect, wit, and insight—gained through his real-world leadership and sales experience—to spark change and get results. He speaks on leadership, sales growth, innovation, organizational culture, and strategy. In addition to the topics outlined below, Scott can create and deliver a customized message for your audience based on his extensive research and published work.

THE GROWTH LEADER

Organizations need the right kind of leadership to grow. Whatever your definition of sustained and strategic business growth might be, from revenue to profit to customer loyalty, it's time to align your strategy and accelerate growth.

- Championing the role of the sales organization as the value-creating engine of the company.
- Developing the right kind of sales connection by formulating strategy with sales at the center.
- The customer experience is the sales experience. Make sure it differentiates your company and unlocks a competitive advantage.
- The Three Cs of Communicating and Inspiring: Credibility, Clarity, and Connection; and how to use these as a lens for driving stronger results.

WOULD CUSTOMERS PAY FOR YOUR SALES CALLS?

Increase revenue and margins with proven strategies that have been implemented by companies ranging from Fortune 500 to mid-market businesses and professional services firms.

EXECUTIVE COMMUNICATION

*Learn the strategies to cultivate the skills needed to increase executive presence and lead powerfully, a topic Scott has written extensively on for both *Harvard Business Review* and *Forbes*.*

INSPIRING LEADERSHIP

*Identify and catalyze leadership behaviors that motivate and inspire others, informed by Scott and his co-author's research on over 20,000 leaders for their book, *The Inspiring Leader*.*



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